



# NEWSLETTER

August 2025

**MANIPUR TECHNOLOGY INNOVATION HUB**

## 3-DAYS TRAINING PROGRAM ON PERFUMERY UNLOCKING BUSINESS OPPORTUNITIES THROUGH FRAGRANCE CRAFTING 20TH-22ND AUGUST, 2025

**MTI-HUB** in collaboration with **Chaokhat Khongthang Training Institute**, successfully organized a three-day Training Program on Perfumery titled **“Unlocking Business Opportunities through Fragrance Crafting”** from **20th to 22nd August 2025 at MTI-HUB**. The program aimed to impart practical perfumery skills while simultaneously introducing participants to entrepreneurship and business opportunities within the fragrance and wellness sector, particularly leveraging locally available resources.

The training witnessed the enthusiastic participation of **41 participants**, comprising aspiring entrepreneurs, artisans, self-help group members, and individuals interested in value-added fragrance-based products. The program was designed with a strong focus on hands-on learning, product development, and market-oriented insights, enabling participants to explore perfumery as a viable livelihood and startup opportunity.

The program was designed to equip aspiring entrepreneurs with the necessary knowledge and confidence to translate their ideas into viable business ventures. The learning modules were delivered through expert lectures, interactive discussions, experience sharing, and case-based learning, with a strong emphasis on building self-reliant and sustainable enterprises suited to local conditions and resources.



## INAUGURAL SESSION :

The inaugural session was graced by distinguished dignitaries and experts from various government and support institutions, reflecting the collaborative ecosystem supporting entrepreneurship in Manipur. The dignitaries included:

- **Smt. Chingakham Shachi**, MCS, Director, Department of Science and Technology, Government of Manipur
- **Dr. Sinam Yoirentomba Meetei**, Deputy Director, MSME Technology Centre, Imphal
- **Shri Donald Soubam**, Project Director, Manipur Organic Mission Agency (MOMA), Department of Horticulture and Soil Conservation, Government of Manipur
- **Dr. Rajiv Kangabam**, Lead, Manipur Technology Innovation Hub (MTI-HUB)

The speakers highlighted the importance of innovation, skill development, and value addition in promoting local entrepreneurship. They emphasized the growing demand for natural, handcrafted, and regionally inspired fragrance products, and encouraged participants to tap into Manipur's rich biodiversity and cultural heritage to develop unique perfumery brands.

## Launch of MECKLEY Perfume Brand :

A key highlight of the inaugural session was the official launch of the **"MECKLEY"** perfume brand by Ms. Rajkumari Radha. The brand represents a distinctive fusion of traditional knowledge, artisanal craftsmanship, and contemporary perfumery techniques, drawing inspiration from Manipur's cultural identity. The launch served as a strong motivational example for participants, demonstrating how skill-based training can translate into successful product branding and commercialization.



## TECHNICAL TRAINING AND HANDS-ON SESSIONS :

Over the three days, participants underwent intensive practical training covering the fundamentals of perfumery, raw material selection, blending techniques, formulation, and basic quality control. The hands-on sessions enabled participants to create a variety of fragrance products, including:

- Attar (oil-based perfume)
- Body mist
- Deodorant spray
- Spray perfume
- Solid base perfume
- Room fresheners

Participants actively engaged in formulation exercises, understanding fragrance notes, concentration levels, and product differentiation. The sessions also addressed safety measures, packaging concepts, and basic regulatory awareness, ensuring participants gained a holistic understanding of product development.



## CONCLUSION

The 3-Days Training Program on Perfumery successfully met its objectives of building technical capacity and fostering entrepreneurial thinking among participants. By combining practical fragrance crafting skills with business-oriented insights, the program contributed to strengthening the local perfume and wellness ecosystem in Manipur. MTI-HUB reaffirmed its commitment to supporting such skill-based, innovation-driven initiatives that promote self-employment, value addition, and startup creation in the region.



# STUDENT VISIT FROM MANIPUR INSTITUTE OF TECHNOLOGY TO MTI-HUB

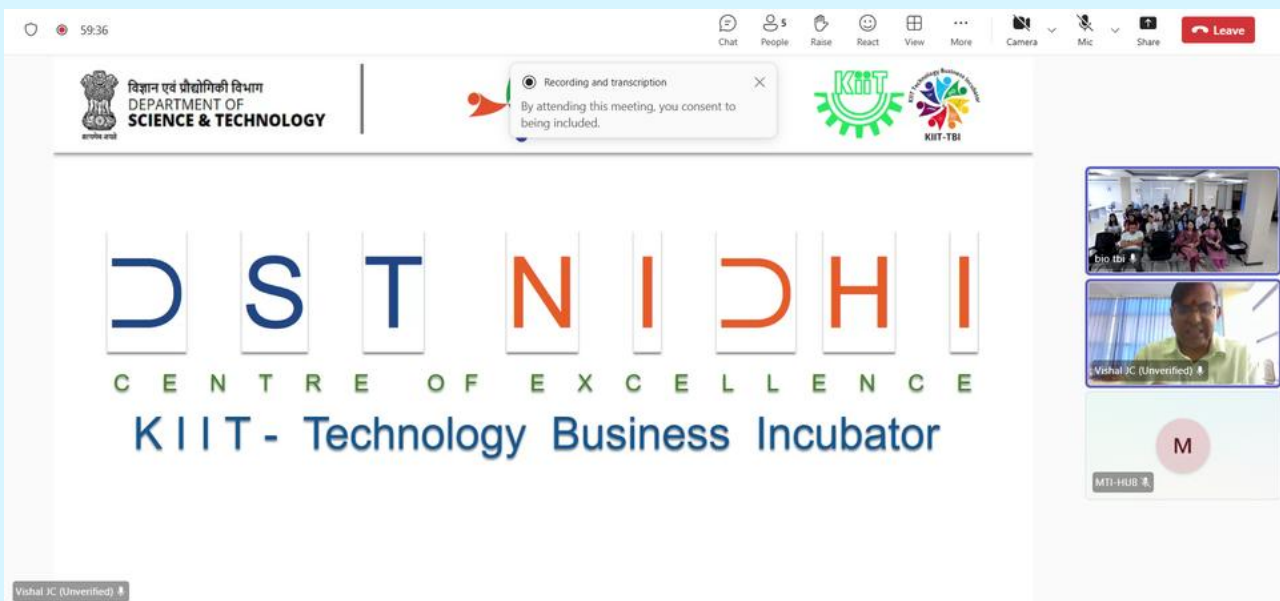
## 9TH AUGUST, 2025

The **Manipur Technology Innovation Hub (MTI-HUB)** had the pleasure of hosting a group of enthusiastic students from the **Manipur Institute of Technology (MIT), Manipur University**, at its campus. The visit was organized with the objective of providing students with firsthand exposure to the startup incubation ecosystem in Manipur and to familiarize them with the processes, facilities, and structured support systems available for aspiring and early-stage entrepreneurs.

The programme commenced with an interactive session led by **Dr. Rajiv Kangabam, Lead, MTI-HUB**, who delivered an insightful overview of the evolving startup ecosystem in Manipur. He elaborated on the role of MTI-HUB in nurturing innovation-driven startups by offering end-to-end support such as structured mentorship, incubation and acceleration programs, funding facilitation, market linkage, capacity-building initiatives, and access to networks of industry experts, investors, and government agencies. Dr. Kangabam also shared inspiring success stories of startups incubated at MTI-HUB, highlighting their entrepreneurial journeys, challenges faced, and milestones achieved, thereby providing students with practical and relatable insights into the startup lifecycle.



The session was further enriched by **Dr. Vishal from KIIT-Technology Business Incubator (KIIT-TBI)**, who addressed the students on the topic "Facilities Provided by KIIT-TBI for Supporting Startups." He explained the extensive incubation infrastructure, technical facilities, mentorship support, and structured programs offered by KIIT-TBI to foster innovation and entrepreneurship among students and early-stage founders. His presentation helped students gain a broader perspective on incubation opportunities available beyond the state, emphasizing the importance of institutional support in scaling innovative ideas.



The visit was designed to be highly interactive, with students actively participating in discussions, asking insightful questions, and engaging with the speakers to clarify their queries related to startup ideation, incubation processes, funding avenues, and career pathways in entrepreneurship. A quiz competition was also organized as part of the programme, adding an engaging and experiential learning component while reinforcing key concepts discussed during the sessions.



Overall, the visit was well-received and proved to be an enriching learning experience for the students. It successfully inspired them to explore entrepreneurship and innovation as potential career paths, while also increasing their awareness of the growing startup ecosystem in Manipur and the vital role played by institutions such as MTI-HUB and KIIT-TBI in fostering a culture of innovation and enterprise in the region.



## INTERACTION WITH GM, NABARD AND MTI-HUB STARTUPS

### 6TH AUGUST, 2025

On 6th August 2025, the **Manipur Technology Innovation Hub (MTI-HUB)** organized an interactive meeting with **Shri Partha Mandal, General Manager, NABARD, Imphal Regional Office**, to facilitate direct engagement between NABARD and selected startups incubated at MTI-HUB. The interaction aimed to explore potential areas of collaboration, financial support mechanisms, and developmental opportunities for innovation-driven enterprises from Manipur.

During the meeting, startups including **Chankorb Private Limited, Nibiaa Devices Private Limited, Maiyon Agro LLP, Reverate, Green Pastures Nutrition and Wellness Pvt. Ltd., Ethno Veda Pvt. Ltd., and Generation Net Nutrition Pvt. Ltd.** presented their innovative ideas, products, and business models. The presentations highlighted diverse sectors such as agri-based innovations, healthcare and nutrition, sustainable products, and technology-driven solutions, reflecting the growing entrepreneurial ecosystem nurtured at MTI-HUB.

**Shri Partha Mandal** appreciated the creativity, innovation, and market relevance demonstrated by the startups. He acknowledged their potential to contribute to livelihood generation, sustainability, and regional economic development.

The General Manager also shared insights into NABARD's various support instruments and expressed the institution's willingness to extend need-based support, including financial assistance, handholding, and guidance for scaling up operations, subject to the suitability of individual business models.



Additionally, NABARD extended an invitation to the participating startups to be part of the upcoming Earth Day celebrations, providing them with a platform to showcase their solutions and innovations aligned with sustainability, environmental conservation, and inclusive development. This opportunity was welcomed by the startups as a means to gain visibility and engage with a broader network of stakeholders.

The interaction concluded on a positive and forward-looking note, reinforcing the importance of collaboration between MTI-HUB, NABARD, and incubated startups. The meeting marked a significant step towards strengthening institutional linkages and creating pathways for the growth, scalability, and long-term impact of startups from Manipur.



## MODULE 2: PROBLEM IDENTIFICATION & OPPORTUNITY SIZING **1ST AUGUST, 2025**

As part of the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on "Problem Identification & Opportunity Sizing" was conducted on 1st August 2025 at MTI-HUB. The session was delivered by **Dr. Sorokhaibam Keshorjit Singh, Assistant Professor, Manipur Institute of Management Studies, Manipur University**, who shared his expertise in entrepreneurial problem-solving and opportunity assessment.

The session focused on frameworks to identify real-world problems, using tools like 5 Whys and Root Cause Analysis, and estimating the market size and potential impact of these problems. Participants were guided on systematically analyzing challenges, evaluating their significance, and recognizing opportunities that could be transformed into viable business ideas. The interactive session enabled startups to apply these frameworks to their own concepts and gain practical insights for ideation.

Participants were guided through frameworks for opportunity sizing, including Total Available Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM). Practical exercises helped incubatees analyse the relevance and feasibility of their identified problems within the socio-economic context of Manipur.

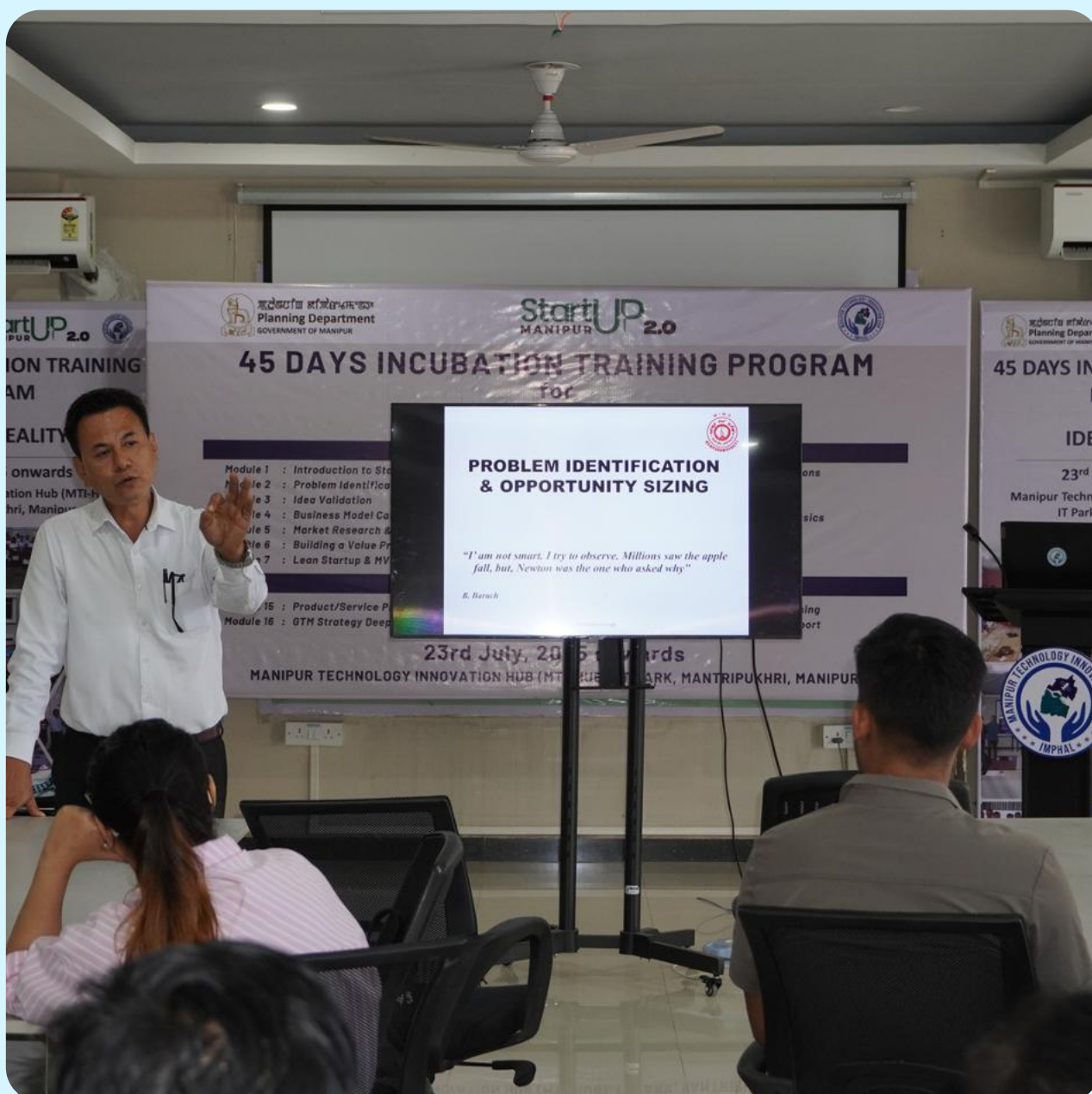


## IMPACT:

- Clear articulation of problem statements by startups
- Improved ability to assess market size and opportunity potential
- Alignment of ideas with real customer needs

## WAY FORWARD:

Startups were advised to continuously validate their problem statements through field interactions and refine opportunity sizing as they gather more market data.



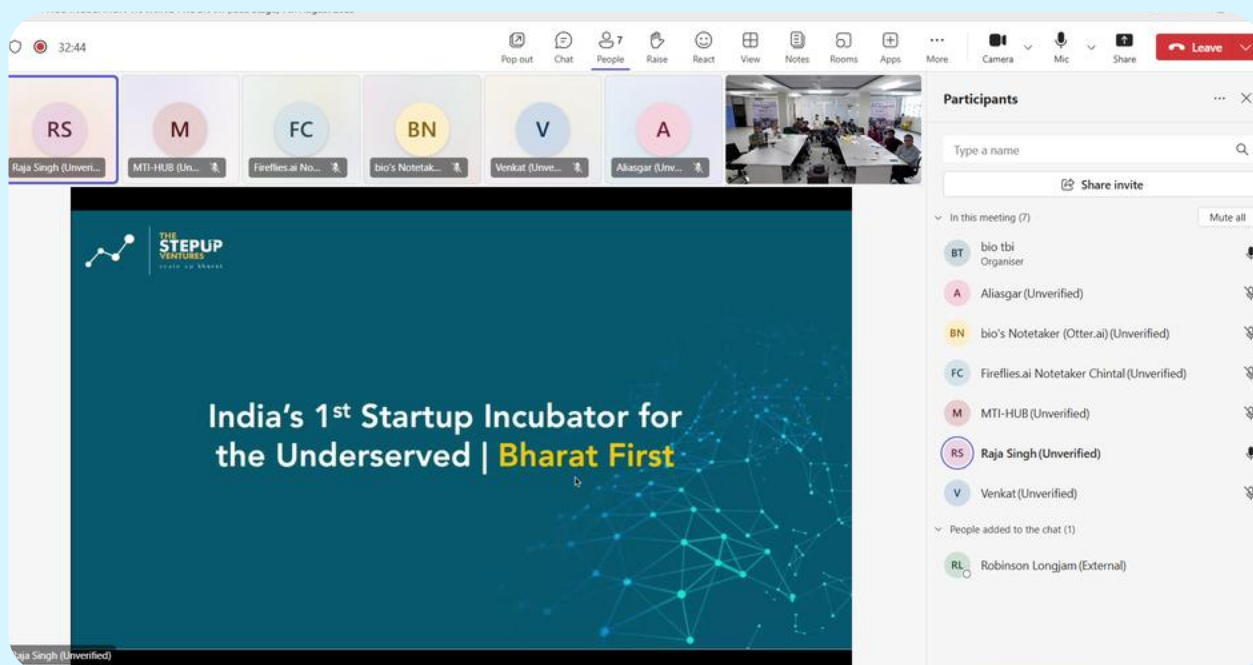
## MODULE 3: IDEA VALIDATION

### 7TH AUGUST 2025

As part of the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on **"Idea Validation"** was conducted on 7th August 2025 at MTI-HUB. The session was led by **Shri Raja Singh Bhurji, Chief Executive Officer, The Stepup Ventures**, who shared practical insights on transforming ideas into market-fit solutions.

The session focused on building hypotheses and assumptions around startup ideas and validating them through surveys, polls, and interviews. Shri Bhurji emphasized the importance of testing ideas early with real customers to minimize risks and refine solutions. The interactive discussions enabled participants to understand validation frameworks, apply them to their own concepts, and receive feedback to strengthen their business direction.

Real-life startup case studies were discussed to demonstrate how early validation can save time, cost, and effort. The module emphasised iterative learning and pivoting based on customer feedback.



**IMPACT:**

- Increased confidence in idea feasibility
- Adoption of evidence-based decision-making
- Reduction of risk associated with unvalidated assumptions

**WAY FORWARD:**

Incubatees were encouraged to conduct continuous validation cycles and document learnings to strengthen their business propositions.



## MODULE 4: MARKET RESEARCH & COMPETITOR ANALYSIS

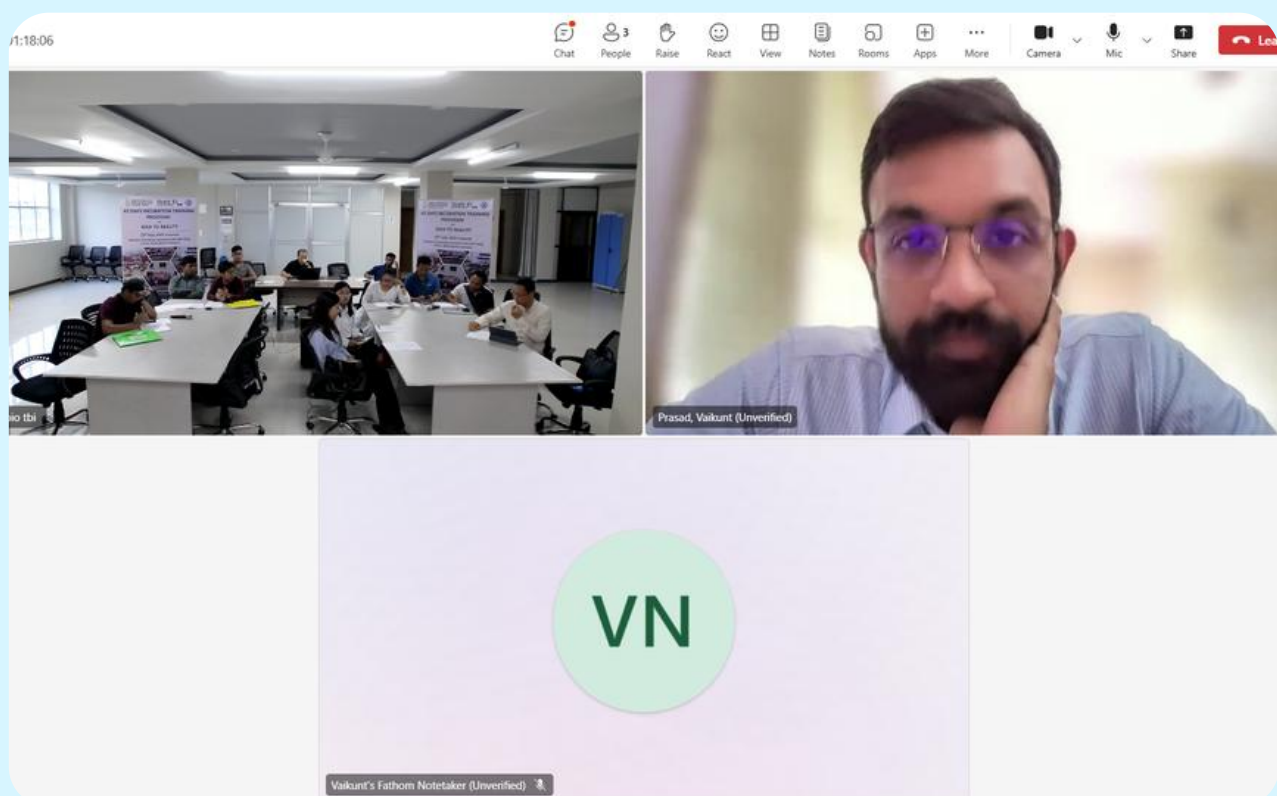
### 12TH AUGUST 2025

As part of the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on **"Market Research & Competitor Analysis"** was conducted on 12th August 2025 at MTI-HUB. The session was led by **Shri Vaikunt Prasad, Assistant Vice President – Ecosystem Capacity Building, NSRCEL, IIM Bangalore Innovations**, who brought deep expertise in startup mentoring and ecosystem development.

The session highlighted the critical role of systematic market research in identifying customer segments, understanding market dynamics, and uncovering business opportunities. Shri Prasad also guided participants on analyzing competitors, mapping industry trends, and using data-driven insights to refine business strategies. Startups actively engaged in discussions, gaining clarity on how to position their ventures effectively in a competitive landscape.

This module equipped participants with practical knowledge on conducting market research and analysing competitors.

The session covered primary and secondary research methods, market segmentation, competitor benchmarking, and identifying unique differentiators. The insights helped startups better position their offerings in competitive markets.



## IMPACT:

- Enhanced market awareness and customer understanding
- Improved competitive positioning of startup ideas
- Data-driven approach to decision-making

## WAY FORWARD:

Startups were advised to institutionalise market research as an ongoing activity and update competitor analysis periodically.

The screenshot displays a Zoom meeting interface. The main window shows a presentation slide from NSRCEL (National Small Business Development Corporation) titled "Launchpad". The slide content includes:

- Program Impact:** 28 Centers, 80+ Mentors and Industry Experts, 90+ Launches funded in Small Business.
- Program Eligibility:** Stage Founders (idea, prototype, or MVP) and Founder Model (demonstrate entrepreneurial intent, a plan for action, and a willingness to learn, iterate, and build).
- Thank you very much, for Applying to NSRCEL's Idea Entrepreneurship programs; Launchpad or Women's Startup Program**
- Program Highlights:**
  - Cohort Based Learning:** Workshop and sessions to help you validate problem-solution fit, early adopter market fit, governance and entrepreneurial mindset.
  - One-on-One Mentoring:** Opportunity to refine your business model and roadmap with one-to-one interaction with mentors, along with review based checkpoints.
  - Grant Access/Opportunity:** Top 3 incubatees are awarded 5 lakhs of grant money.

The right sidebar shows the "Participants" list with three people in the meeting: MTI-HUB, KIIT Incubator Organizer, and Prasad, Vaikunt. The bottom of the sidebar shows a "MTI-HUB" logo.



## MODULE 5: LEAN STARTUP & MINIMUM VIABLE PRODUCT THURSDAY, 14TH AUGUST 2025

Under the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on **"Lean Startup & MVP"** was organized at MTI-HUB as part of the ongoing module series. The session was delivered by **Shri Ailan Maibam, Founder & Director, Lamzing Technologies Pvt. Ltd.**, who shared his entrepreneurial journey and provided practical insights on the lean startup approach.

The session emphasized the importance of developing a Minimum Viable Product (MVP) to test business ideas with minimal resources, validate assumptions, and refine offerings based on real customer feedback. Participants learned how to adopt an iterative approach to innovation while reducing risks and optimizing resources.

Participants were introduced to the lean startup methodology, focusing on rapid experimentation and iterative product development.

The concept of Minimum Viable Product (MVP) was explained with practical examples, enabling startups to develop cost-effective prototypes and test market acceptance at an early stage.



**IMPACT:**

- Shift from idea-centric to experimentation-centric thinking
- Cost-effective approach to product development
- Faster learning cycles for startups

**WAY FORWARD:**

Startups were encouraged to develop MVPs and conduct pilot testing before scaling operations.



## MODULE 6: BUILDING A VALUE PROPOSITION

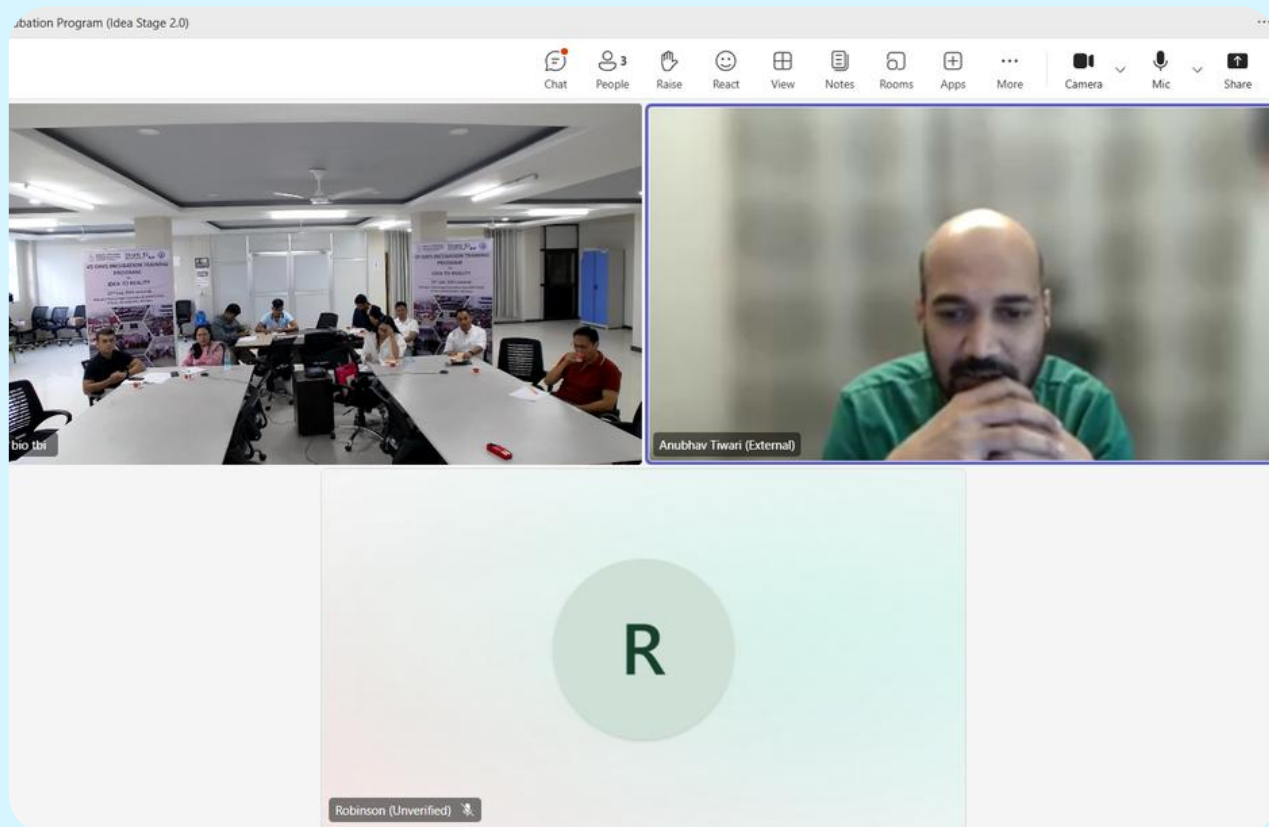
### 14TH AUGUST 2025

Under the 45 Days Incubation Training Program (Idea Stage) 2.0, a session on "Building a Value Proposition" was conducted at MTI-HUB under the same training program. The keynote was delivered by **Shri Anubhav Tiwari, Chief Innovation Officer, NIELIT-MeitY, Govt. of India; Charter Member, TiE; Member, PE & VC Committee, Bombay Chamber of Commerce; and Advisor, Chhatra Sansad India (CSI) Youth Parliament.**

The session provided startups with frameworks and tools to define clear value propositions aligned with customer needs and market opportunities. Shri Tiwari highlighted the role of differentiation, innovation, and customer-centric design in crafting value propositions that drive competitive advantage. The interactive session allowed participants to align their startup ideas with customer expectations and long-term business goals.

This module focused on crafting compelling value propositions that clearly articulate the benefits offered to customers. Participants learned how to align their products or services with customer needs and differentiate themselves from competitors.

The session also highlighted innovation-driven value creation and scalability.

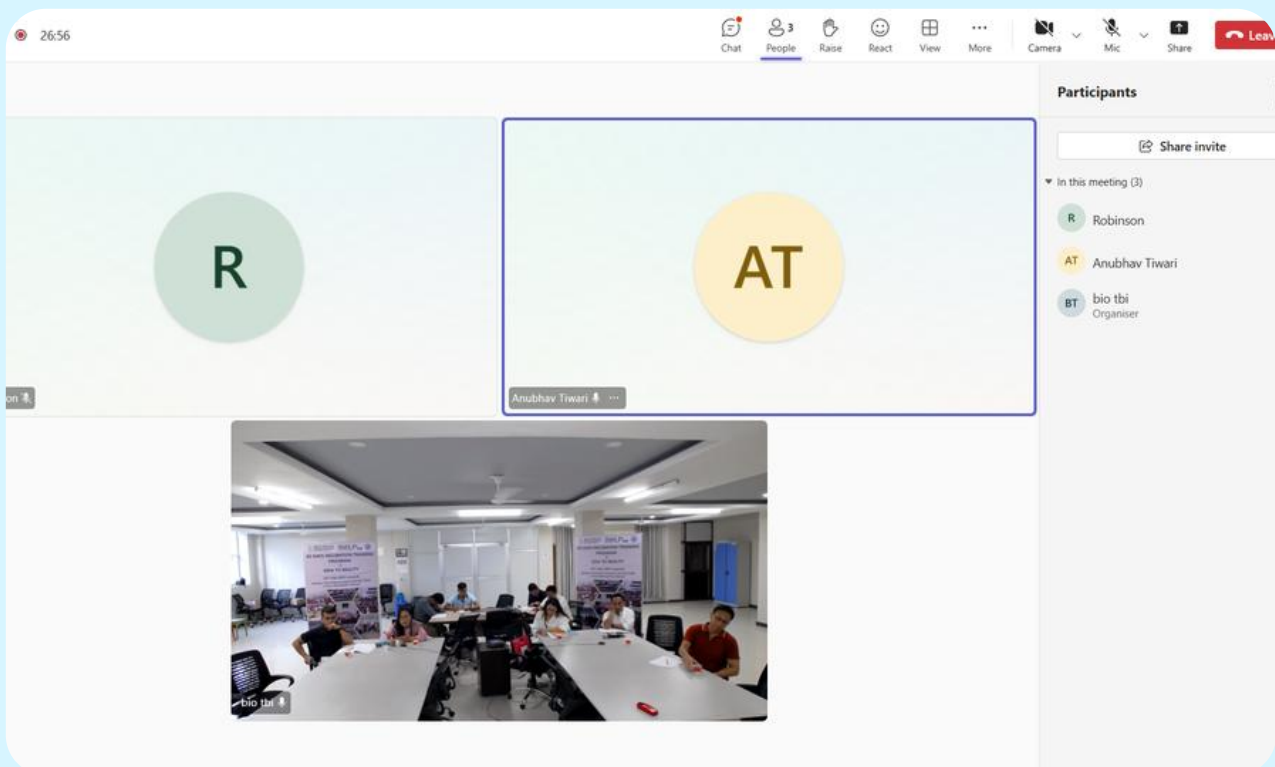


## IMPACT:

- Clear articulation of customer value
- Improved differentiation from competitors
- Stronger customer-centric approach

## WAY FORWARD:

Participants were advised to refine value propositions continuously based on customer feedback and market dynamics.



## MODULE 7: BUSINESS MODEL CANVAS (BMC)

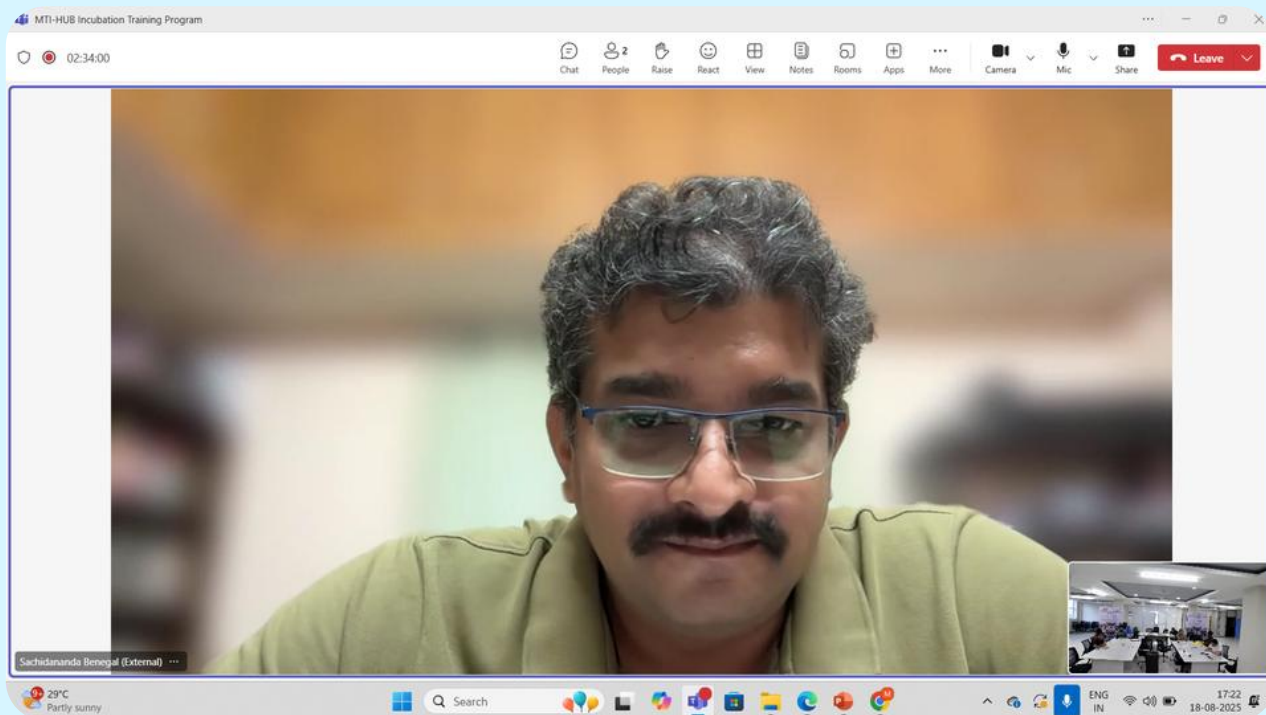
### 18TH AUGUST 2025

As part of the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on “**Business Model Canvas**” was held on 18th August 2025 at MTI-HUB. The session was conducted by **Dr. Sachidananda Benegal, Adjunct Faculty at IIM Bangalore & IIM Amritsar, Mentor-in-Residence at NSRCEL, and Advisor to Scaleups**, who shared his rich experience in guiding startups and entrepreneurs.

The session focused on the practical application of the Business Model Canvas (BMC) as a strategic tool to visualize, design, and test business ideas. Dr. Benegal explained the nine building blocks of the BMC and demonstrated how startups can use it to align their value propositions with customer needs, revenue streams, and resources. Through interactive discussions, participants were able to map their own business models and receive valuable insights on refining their ideas for scalability and sustainability.

The Business Model Canvas module enabled participants to visualise and structure their business ideas across key components such as value proposition, customer segments, revenue streams, cost structure, and key partners.

The session was highly interactive, with startups developing and refining their own BMCs.



### **IMPACT:**

- Structured representation of business ideas
- Improved clarity on revenue and cost drivers
- Identification of gaps and risks in business models

### **WAY FORWARD:**

Startups were encouraged to treat the BMC as a living document and update it as they progress.



## MODULE 8: BRANDING & COMMUNICATION

### 26TH AUGUST 2025

As part of the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on **"Branding & Communication"** was conducted on 26th August 2025 at MTI-HUB. The session was delivered by **Prof. Dr. Ch. Ibohal Meitei, Director, Research & Development Cell, Manipur University**, who shared his expertise on developing strong brand identities and effective communication strategies for startups.

The session highlighted the importance of consistent branding, storytelling, and positioning in building trust and connecting with target audiences. Dr. Meitei guided participants on crafting compelling brand messages and aligning communication strategies with business goals. The interactive discussion allowed startups to explore practical ways to differentiate their ventures and establish a lasting impression in competitive markets.

This session emphasised the importance of branding and effective communication for startups. Participants gained insights into brand identity, messaging, storytelling, and stakeholder communication.

The module highlighted how strong branding can enhance credibility and market acceptance.



**IMPACT:**

- Improved brand clarity and messaging
- Better stakeholder communication skills
- Enhanced market credibility

**WAY FORWARD:**

Startups were advised to develop consistent branding strategies across all touchpoints.



## MODULE 9: DIGITAL PRESENCE & WEBSITE BASICS

### 29TH AUGUST 2025

Under the 45 Days Incubation Training Program (Idea Stage) 2.0, a theory session on **"Digital Presence & Website Basics"** was held on 29th August 2025 at MTI-HUB. The session was conducted by **Shri Haobam Joyremba, CEO & Managing Director, Cubeten Technologies**, who emphasized the importance of building a strong digital footprint for startups.

The session covered fundamental aspects of creating and managing a website, leveraging digital tools for branding, and strategies to improve online visibility. Shri Joyremba shared practical insights on how startups can establish credibility through an effective online presence, while also engaging with customers and scaling their businesses digitally. Participants had an interactive exchange of ideas, gaining clarity on digital strategies relevant to their ventures.

The module introduced participants to the fundamentals of digital presence, including websites, social media, and online visibility.

Practical guidance was provided on creating basic websites, understanding user experience, and leveraging digital tools for customer outreach and branding.



**IMPACT:**

- Increased digital readiness of startups
- Improved online visibility strategies
- Better understanding of digital tools

**WAY FORWARD:**

Startups were encouraged to establish and regularly update their digital platforms.



# WORLD ENTREPRENEURS' DAY

## 21ST AUGUST, 2025

The Entrepreneurship and Incubation Centre along with the Institution's Innovation Council of NIT Nagaland celebrated World Entrepreneurs' Day on 21st August 2025 with an Awareness and Interaction Programme on Entrepreneurial Opportunities.

Conducted in hybrid mode at the Video Conference Hall, Admin Building, the event brought together students, faculty, and aspiring entrepreneurs to explore the avenues of entrepreneurship. Dr. Rajiv Kangabam, Lead of Manipur Technology Innovation Hub (MTI-HUB), Manipur, delivered an insightful session on entrepreneurial and funding opportunities, emphasizing startup ideation, incubation support, and strategies to access funding for innovative ventures.

The interactive session encouraged participants to engage actively, ask questions, and gain practical guidance on navigating the entrepreneurial ecosystem. By highlighting the role of incubation centers and funding mechanisms,

The program effectively motivated young innovators to explore startup opportunities and build sustainable enterprises. The celebration of World Entrepreneurs' Day at NIT Nagaland successfully created awareness, inspired entrepreneurial thinking, and reinforced the importance of supporting early-stage startups in the region.



## MTI-HUB TEAM VISIT TO THE IPUDHOU MARJING EXPO 2025 8TH AUGUST, 2025

The MTI-HUB team visited The Ipudhou Marjing Expo 2025, held from 6th to 10th August 2025 at the Marjing Polo Tourism Complex, Heingang, Imphal East, Manipur. The expo, organized by the Centre for Research on Environmental Development (CRED) in collaboration with the North East Women Entrepreneurs Association (NEWEA), showcased a wide range of indigenous products, cultural performances, and fashion exhibits, aiming to promote local artisans and entrepreneurs.

During the visit, the MTI-HUB team engaged with startups, artisans, and other stakeholders, gaining insights into emerging business trends and the challenges faced by local entrepreneurs. The team also explored potential collaboration opportunities for supporting innovation, incubation, and capacity-building initiatives for the participating startups and micro-enterprises. The visit reinforced MTI-HUB's commitment to fostering the startup ecosystem in Manipur and promoting local entrepreneurship.



## MEETINGS & COLLABORATIONS



**Dr. Rajiv Kangabam, Lead, MTI-HUB meeting Shri Anubhav Tiwari, Chief Innovation Officer, NIELIT-MeitY, Govt. of India along with Dr. Yumnam Jayanta Singh, Executive Director, NIELIT, Imphal, Manipur**



**Dr. Rajiv Kangabam, Lead, MTI-HUB meeting with Shri Partha Mandal, General Manager, NABARD, Imphal RO**

## WELCOME ABOARD



**Onboarding New Startup  
RVR Products**



**Onboarding New Startup  
Fondi Beauty**

## WELCOME ABOARD



**Onboarding New Startup  
Khut Saa**



**Onboarding New Startup  
HR Enterprise**

## WELCOME ABOARD



**Onboarding New Startup  
Khut Saa**



**Onboarding New Startup  
HR Enterprise**

## WELCOME ABOARD



**Onboarding New Startup  
Thangjing Enterprise**



**Onboarding New Startup  
Lukram Food and Beverages**

# The Gateway to South-East Asia & now **The Next Hot-Spot For Startups**



## **MANIPUR TECHNOLOGY INNOVATION HUB (MTI HUB)**

Manipur Information Technology Park, Mantripukhri,  
Imphal East, Manipur - 795002

E-Mail : [info@mtihub.in](mailto:info@mtihub.in) Website : [www.mtihub.in](http://www.mtihub.in)



**/Manipur Technology Innovation Hub**